



Case Study:

TopLine®

Sales Intelligence Scored Monday Night Football Deal

The Challenge: Securing a High-Stakes Advertising Deal

An Ohio-based television account executive had an exciting opportunity to close an advertising deal for a coveted Monday Night Football slot. The stakes were high, and the salesperson knew they needed more than a generic pitch. They had to go in with highly relevant, data-driven insights and polished presentations tailored to the client's specific needs and goals to win over the prospect.

The Action: Leveraging Sales Intelligence and Expertise

The account executive turned to TopLine, Futuri's sales intelligence platform, to tackle the challenge. They worked with the platform's support team to conduct in-depth research to gather the most pertinent data for the prospect. The next step with TopLine was to produce a series of high-quality presentations that showcased both the advertising opportunity and the potential ROI for the client. The combination of actionable data and professional materials created a compelling case for the investment.

The Results: Closing the Deal and Winning Big

Thanks to the tailored approach and strategic use of Futuri's sales intelligence resources, the account executive successfully secured a \$21,000 Monday Night Football advertising deal. This win highlights the power of leveraging advanced tools and expert support to elevate sales efforts and exceed expectations.

Whether you're looking to close a high-stakes deal or enhance your sales strategy, Futuri's solutions can help you deliver the insights and presentations that win business.

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